

High Performance Table Lamps

Laboratory-Utility-State Partnership

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CFLs- *current perception*

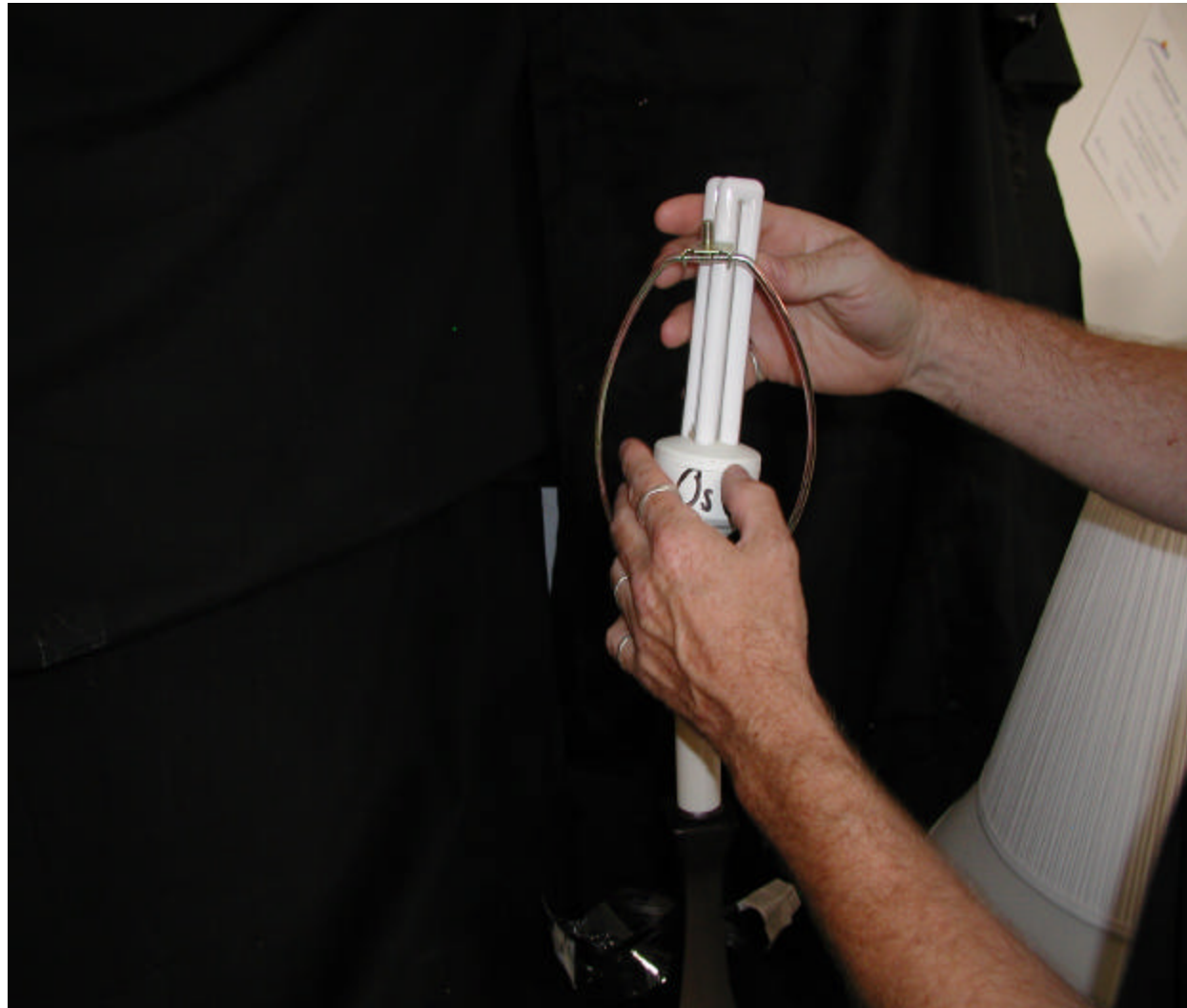
- CFLs solve problems consumer don't have



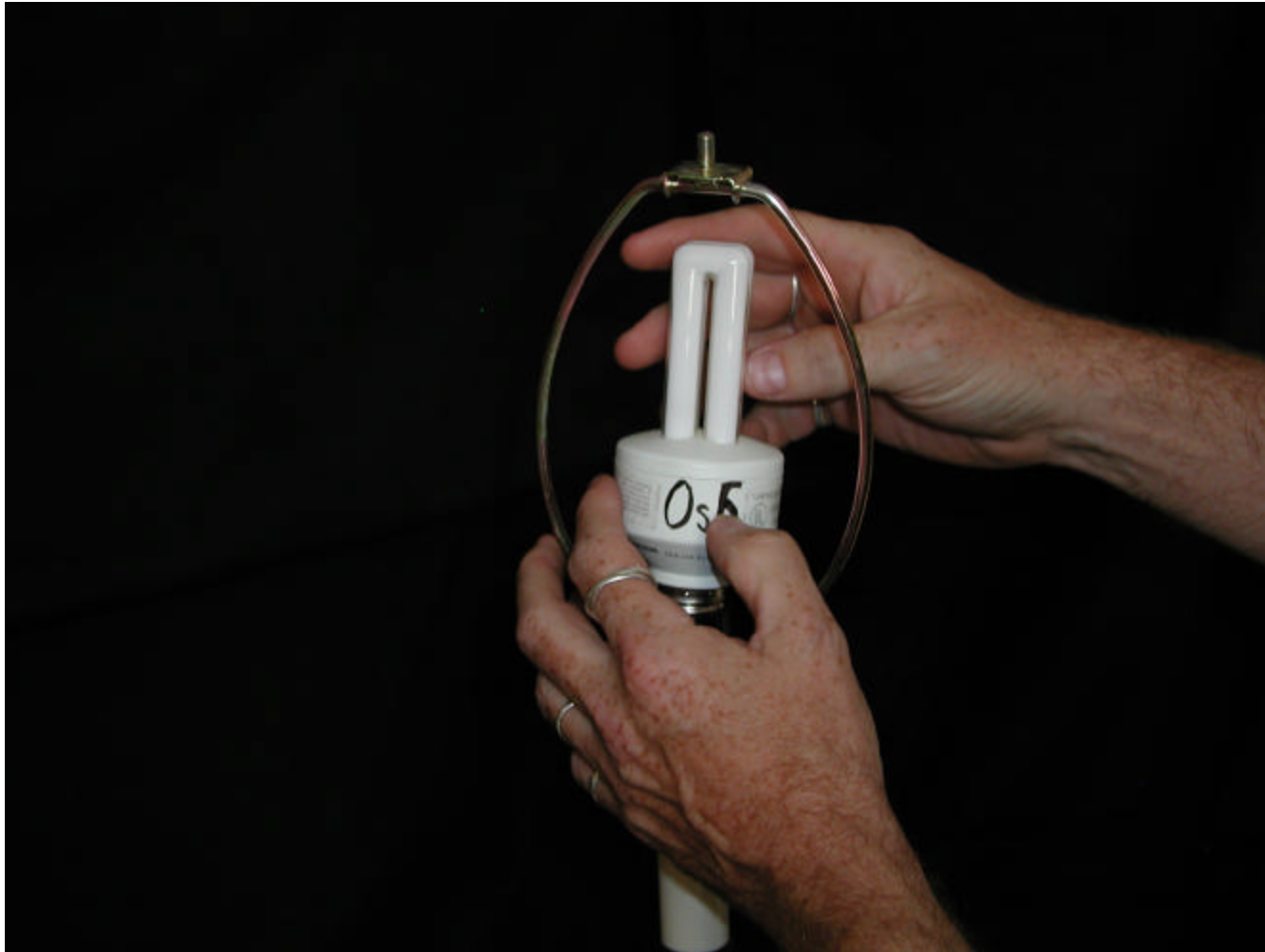
Horizontal vs Vertical orientation



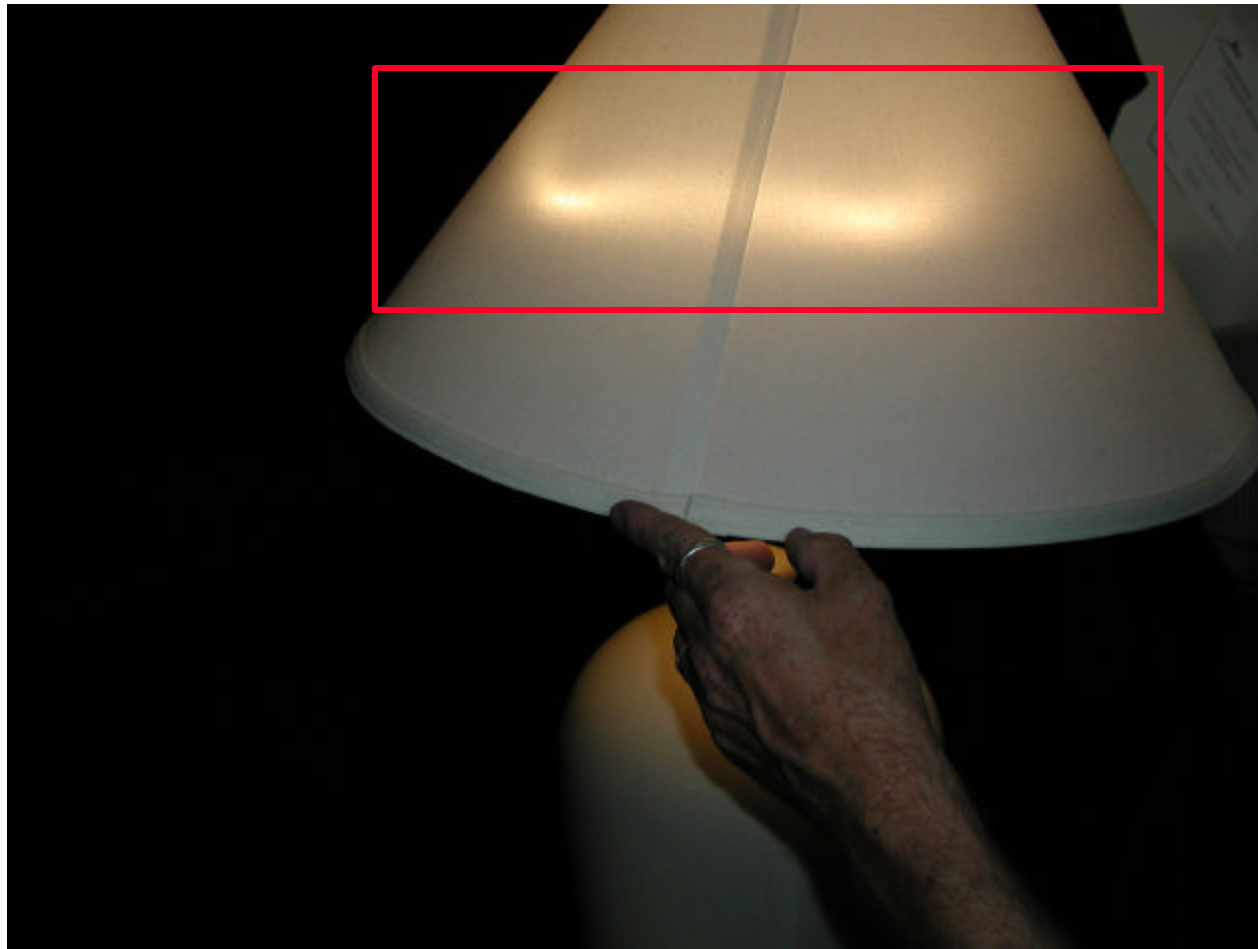
Integration and fit of CFL



Low wattage CFLs



Lamp Imaging



CFL Table Lamps - *current perception*

- expensive
- not bright enough
- prone to failure
- don't look good
- **consumer rejection**



Current Marketing

- energy efficiency



Thesis

- *performance* and *features* will be the “Trojan Horse” for CFLs into American homes

CFL Table Lamps - *new approach*

- performance
- control
- lots of light



double lamp optic

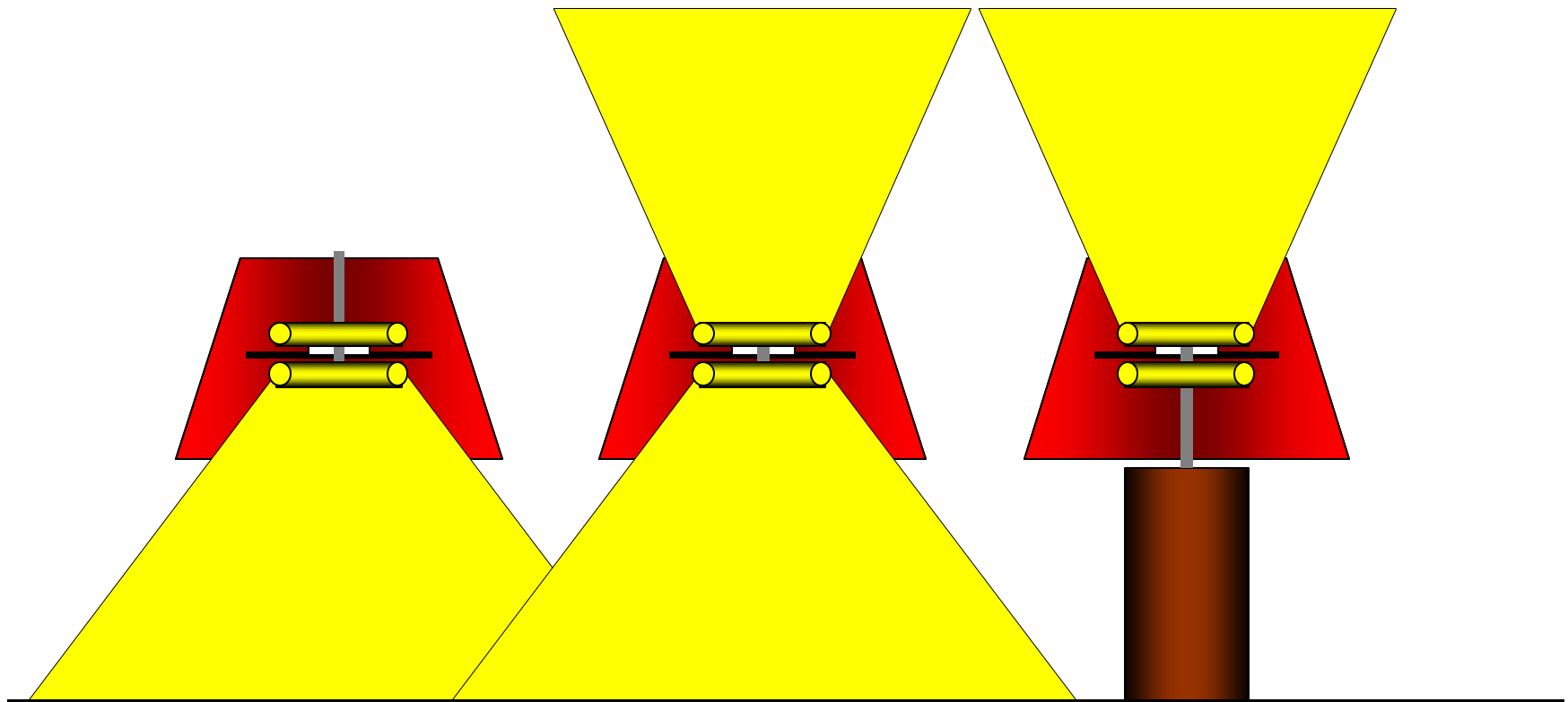


CFL Table Lamps - *new approach*

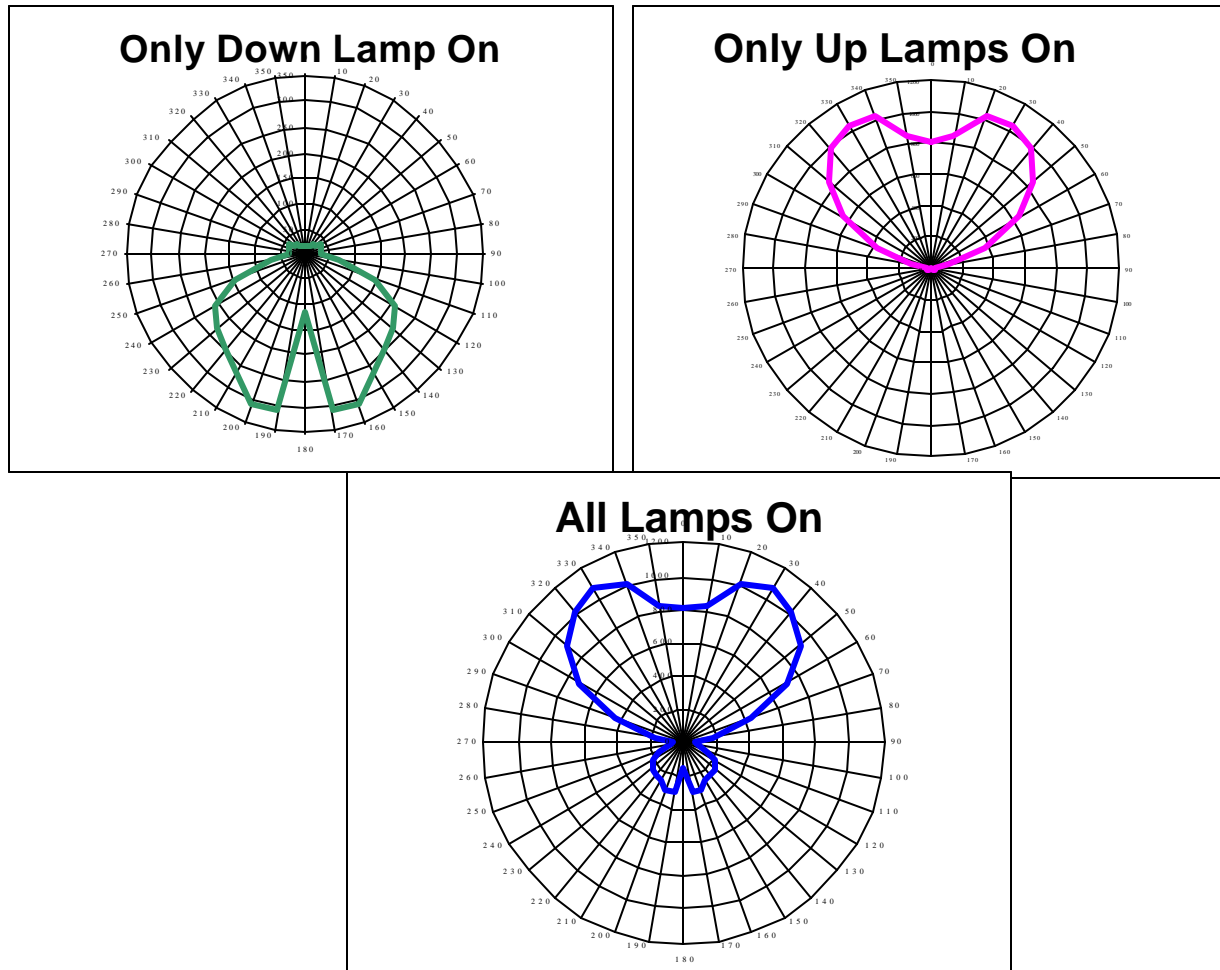
- new optics
- new lamps
- controls



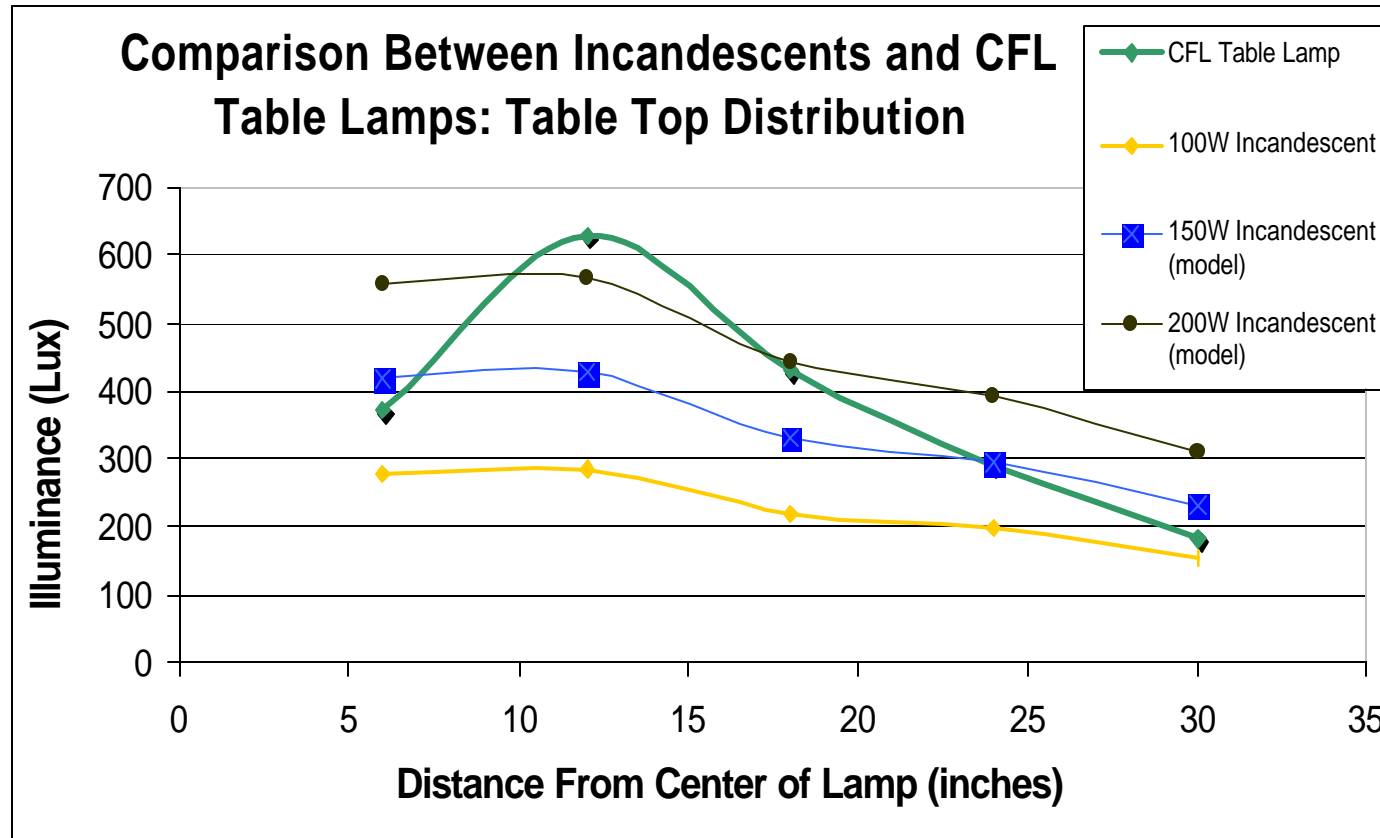
Unique optics-new distribution



Optical distribution



Illuminance Distribution



The Berkeley Lamp



Hotel Room of the Future

Five top attributes

- lighting
- phone
- desk and table
- data ports
- leisure seating



Initial Market target

High-end task lighting

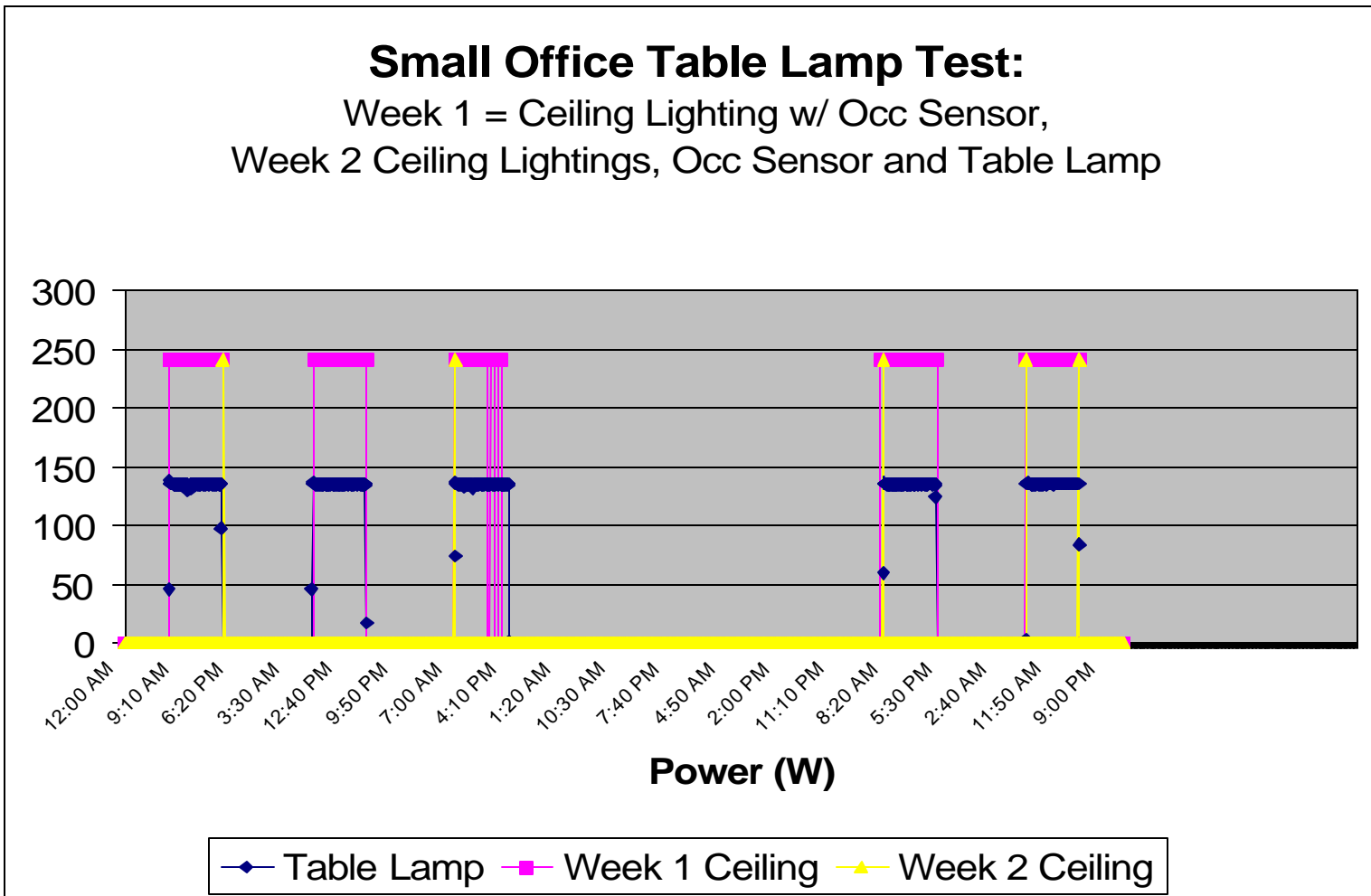
- home office lighting
- hotel (business travelers)
- traditional offices

California -Energy efficiency

- reduce/eliminate overhead lighting



California -Energy efficiency



The “Berkeley” Lamp

- Lighting quality
- productivity



Traditional Technology Transfer

- LBNL develops concept
- public solicitation/availability
- license to industry

Problems with traditional manufacturers

- fixture industry slow and traditional



California Energy Commission

Emerging technologies committee

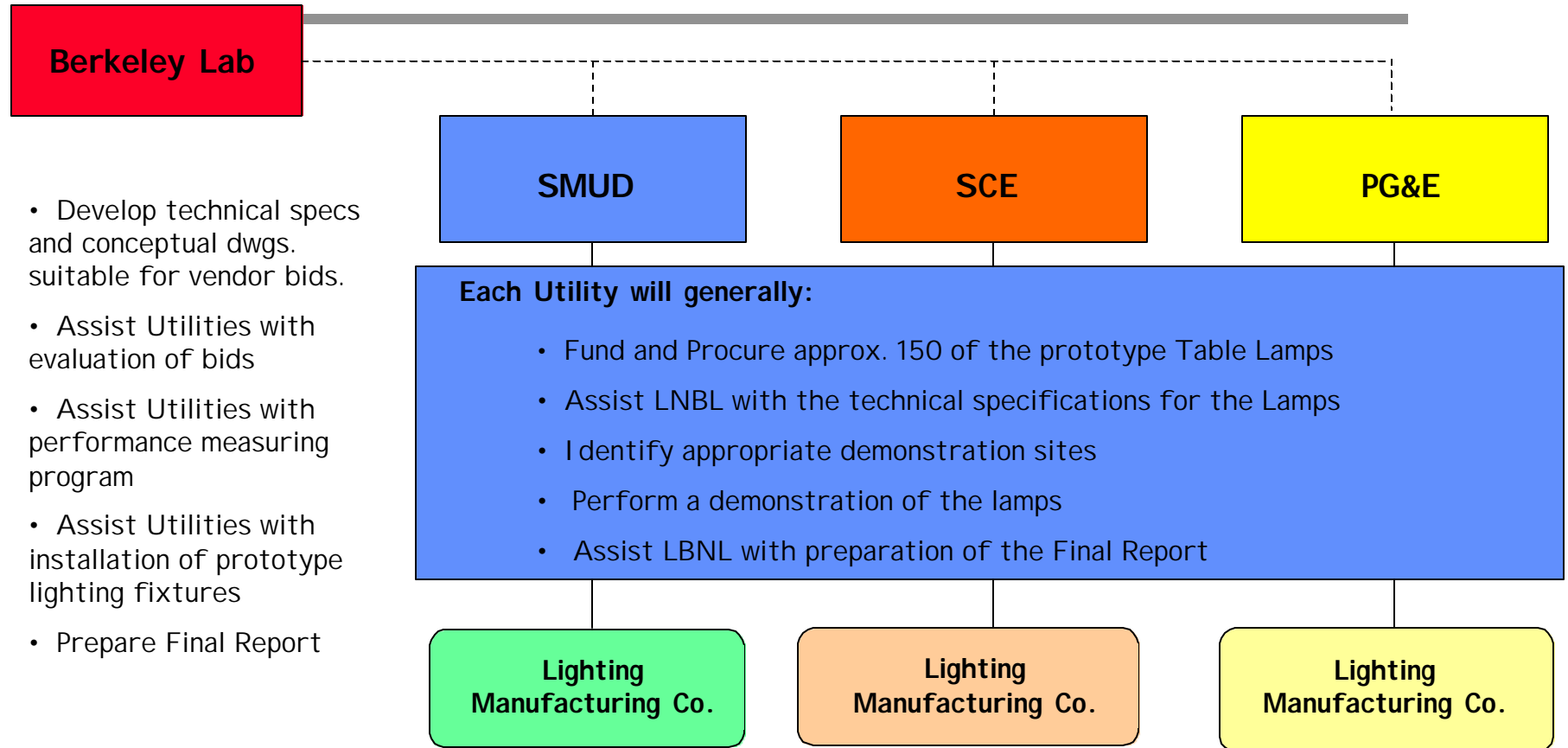
- Southern California Edison
- Pacific Gas and Electric
- Sacramento Municipal Utility
- San Diego Gas and Electric

Utility Partnership

Seed the market

- agree to purchase first production
- generate market credibility
- conduct high visibility demonstration

Advanced Table Lamp Demonstration - Lab-Utility Coordination Effort

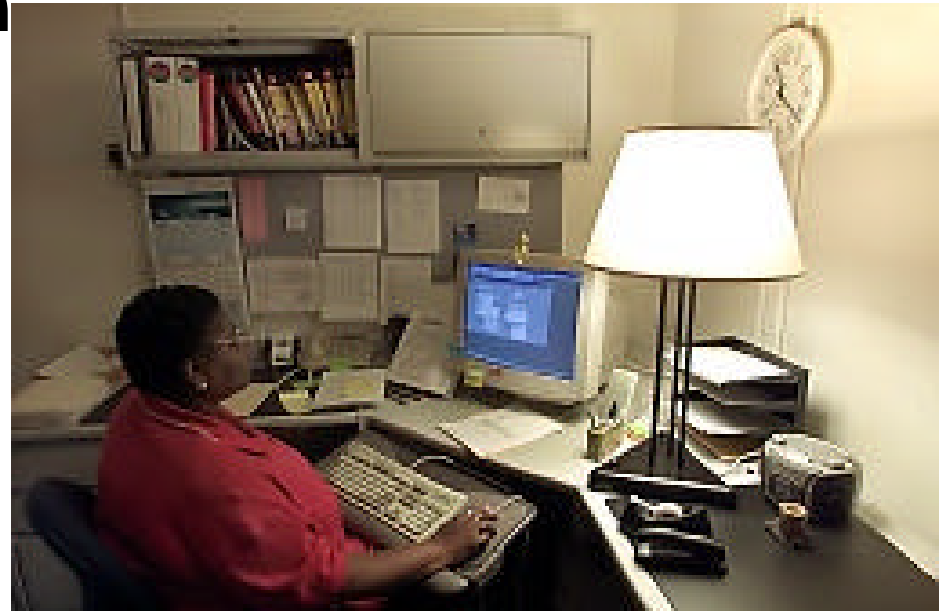


Each Vendor/Supplier will generally:

- Manufacture and deliver approx.. 150 table lamps in accordance with each Utility P.O. and specifications
- Deliver to utility or site(s) designated
- Provide UL stamp

Commercialization

- **Develop specification**
- **National RFQ**
- **utility purchase**
- **procurement**
- **demonstration**



California Demonstrations

- **City of Berkeley-**
 - mayors office
 - city engineering offices
- **California Energy Commission**
 - executive offices
- **Lawrence Berkeley Lab**
- facilities, engineering offices, energy technologies division offices
- **SMUD, SCE and PG&E- large demos**

